

# "THE DEPENDABLE STORE"

Those who do their Christmas shopping early in December will not only escape the frantic crowds of late buyers, but will enjoy the further advantage of selecting from complete assortments. Start your shopping Monday. We feel assured you will respond instantly to a plan so far reaching in its benefits as is "GIFT-SELECTING WEEK."

Toys, Books, Games, Jewelry, Fancy Goods, Handkerchiefs, Toilet Goods, Leather Goods—dozens of other Holiday lines—extend a Most Cordial Invitation.



The Morning Hours are Best for Christmas Shopping. Will You Please Carry Small Packages With You?

## Extraordinary Sale of Xmas Ribbons

Values Worth to 59c Yard At 45c Yard

Fine quality Ribbons, in novelty striped effects, dresdens, brocades, moires and satins, in beautiful shades of pink, light blue, white, mauve, and all desirable dark shades. Widths from 4 to 6 inches. Just what is needed for hair bows and various kinds of fancy work.

No. 5 Satin Ribbon, in pink, blue, lavender, mauve and cardinal; used for making bows and trimming purposes. Worth 10c yard. 7 1/2c

Satin and Brocade Ribbons, all light and dark shades. Widths from one-half inch to 1 inch.

No. 1 1/2, at 5c yard, 5 1/2c bolt of ten yards.  
No. 2, at 3c yard, 7 1/2c bolt of ten yards.  
No. 3, at 1 1/2c yard, \$1.15 bolt of ten yards.

Goldberg's—First Floor.

## McCall Winter Fashion Book 10c

With This Coupon Only.

By a special arrangement with the McCall Pattern Company we offer for tomorrow their Winter Fashion Book, containing 70 pages of interesting reading matter, illustrated in full color, as well as the very latest modes and styles.

Goldberg's—First Floor.

## New Neckpieces and Muffs

Of Kerani, Seal Plush and Hudson Seal Fur.

These fashionable Neckpieces and Muffs make very acceptable gifts. All made of fine quality materials, nicely lined and finished. Select one of these warm, serviceable neckpieces or muffs tomorrow from our immense stock. The following are some of the few special values we are offering:

Plush Cape, satin lined, finished with ball trimmed ends, \$10.98  
Hudson Seal Fur Cape, with seals and belt, \$28.98  
Seal Plush Cape, with beaver collar, pointed black effect; satin lined, \$22.98  
Long Plush stole, finished with inside pockets, \$7.98  
Plush stole, cape effect, satin lined, \$8.98  
Kerani stole, cape effect, satin lined, \$10.98  
Hudson Seal Fur stole, of Hudson seal fur, heavy and Kerani, ruffled edge; satin lined and finished with inside, \$14.98  
Seal stole, cape effect, satin lined, \$12.98  
Long Plush stole, with ruffle edge, satin lined, \$12.98  
Long Kerani stole, of Hudson seal fur, heavy and Kerani, with ball trimmed ends, finished with inside pocket, \$18.98  
Stole of black mole plush, chambray lined, silk ruffle edge, \$6.98  
Stole, silk ruffle edge, \$6.98  
Hudson Seal Fur stole, Kerani and Seal, satin lined; ruffled edge. Priced at \$9.98  
Goldberg's—First Floor.

## Toilet Specials

Combs, for chapped or rough skin. Regular 10c tubes. 7c  
Toilet soap, standard size, 25c. 20c  
and full strength quarter-pound bottles, 7c  
Toilet soap, with Witch Hazel Toilet Soap, good quality pure soap. TWO 9c  
White or Pink. Regular 50c bottles. 33c  
Goldberg's—First Floor.

\$2.50 Couch Covers, \$1.88

Heavy-weight Reversible Tapestry Couch Covers, 10 inches wide, full length. Choice of an immense assortment of rich oriental designs. Goldberg's—First Floor.

\$1.50 Jap Matting Rugs, 88c

Close-woven, 22x36-inch. Rugs, size 33 inch. Handsome stenciled designs. In light and dark colorings. Goldberg's—First Floor.

\$1.75 Crib Blankets, \$1.29

An excellent gift for the baby—these 32x50 Blankets, in the new pink and blue papoose designs, also today bear and many other nursery designs. Heavy weight, soft finish grade, that has the appearance and contains the warmth of the wool blankets. Each neatly boxed. Goldberg's—First Floor.

60c Dress Gingham at 39c Yd.

Black Dress Gingham, in a large assortment of colors, stripes and checks. All good colorings. Women's house dresses and children's wear.

59c Outing Flannels, 39c

Black Outing Flannels, a heavy fleeced quality. Stripes and checks. Correct weight for winter garments.

50c Shaker Flannel, 35c

Black Shaker Flannel, a heavy fleeced, close-woven grade. Goldberg's—First Floor.

## The Permanent Service Flag

With Your Soldier Boy's Photo in the Star

A Flag to keep for all time. A superb Christmas gift to mothers and fathers of soldiers or sailors. Regular Silk Service Flag without star—\$1.00, \$1.50, \$2.00.

Photo Service Star separately—\$1.00, \$1.25, \$1.50. Bring your soldier boy's photo in tomorrow. Goldberg's—First Floor.

A Remarkable Purchase of

## Run-of-the-Mills Comforts

At Savings of Unusual Importance

We secured 90 dozen of these Comforts at prices much below regular, because they are termed "run-of-the-mill." Their only fault is they are made with an extra seam or two in the covering, which makes not the slightest difference in their warmth and wearing quality.

They are 72x80 double-bed size, filled with pure white cotton, soft and fluffy. Coverings are in light and dark colored floral and Persian designs. Three lots at these savings:

Lot One  
\$5.00 Silkline-Covered Comforts,  
\$3.50

Lot Two  
\$7.00 Cambric-Covered Comforts,  
\$4.95

Lot Three  
\$8.00 Sateen-Covered Comforts,  
\$5.95

\$7.00 Slumber Robe Blankets, \$4.95

Heavy-weight "Cortez" finish design Robe Blankets, shown in the very best colorings; large size. 72x84 inches; have the finish and appearance of the high-cost wool blanket robes.

\$6.50 Plaid Blankets, \$4.95

Pretty Plaid Blankets, in blue, tan, pink and gray, with silk-bound ends; large size, 80x90 inches, for double beds. Soft, swansdown-fine finish, that looks like the high-priced wool blankets.

\$10.00 Part Wool Blankets, \$7.95

Extra double-bed size Part-Wool Blankets, heavy weight; white with blue and pink borders, also plaid and checks, in blue, pink, tan and gray. Goldberg's—Fourth Floor.

## 35-inch Satin Messalines \$1.79 Quality, \$1.49 yd.

A Silk Sale Planned For Monday That Offers Exceptional Values in Wanted Silks

Style plus economy makes this sale of great importance to women who want fashionable silks for winter frocks and waists. Beautiful, soft, lustrous Satin Messalines, 35 inches wide, with handsome satin face, all pure silk grade with lovely finish—in a complete assortment of street and evening shades, including a full supply of scarce and wanted NAVY BLUE and Black.

\$1.59 Crepe de Chine, \$1.39

48-inch Colored Box Loom Crepe de Chine, a heavy firm woven grade, with rich crepe finish. Is all wanted street and evening shades, including white, flesh, light blue, mauve, Nile, turquoise, old rose, lavender, rose, silver gray, gold, taupe, trench, African brown, wistaria, tan, beige, blue, Copenhagen blue, navy blue and black.

\$2.25 Fancy Silks, \$1.98

35-inch New Fancy Silks, in a large assortment of street and evening shades, including a full supply of scarce and wanted NAVY BLUE and Black.

35-inch Chiffon Taffeta, \$1.49

48-inch Colored Chiffon Taffeta, extra heavy, soft tissue finish grade, in a full range of street and evening shades, including plenty of navy blue and black.

36-inch Silk Poplins, \$1.19

48-inch Colored Pailie Silk Poplins, heavy rich lustrous quality, in all wanted shades, also white and black. Goldberg's—First Floor.

## New Silk Petticoats Of Unusual Style Charm

Special Values That Point the Way to Real Economy and Satisfaction.

Taffeta Silk Petticoats, good heavy quality, in beautiful changeable effects; made with smart flounces in several pretty styles. Elastic waist bands; all lengths. \$4.98

Silk Jersey Petticoats, with deep flounces; shown in all the newest and most sought after shades. Elastic waist bands; all lengths. \$4.98

Extra-size Jersey Silk Petticoats, with deep tailored flounces, in all the new changeable effects; also \$5.98 plain black. Goldberg's—Third Floor.

## Fountain Pens

Manufacturer's Retail Selling Price, \$2.00

Special \$1

A special purchase of Fountain Pens makes this timely offering possible of unusual importance just now because of recent advances in the prices of all fountain pens. They're the kind—self-filling kind—and each one is suitably boxed for presentation. Ideal gift for a young man or young woman. Goldberg's—First Floor.

## \$6.00 Imperial Nainsook \$4.98

No. 33 Imperial English Nainsook, 40 inches wide; extra fine, soft finish quality; full 13 yards in each piece. Ideal for dainty lingerie. Goldberg's—First Floor.

Please Carry Parcels Be a "Parcel Patriot"—and help relieve the labor shortage.

New Store Hours: Open 9:15 A. M.; Close 6 P. M.

IT PAYS TO DEAL AT

# Goldenberg's

BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"

## Great Assortments and Superior Values in Christmas Handkerchiefs

The Handkerchief Department is now ready in its new and enlarged quarters on the First Floor, with a great stock of Gift Handkerchiefs for everybody. We've provided for every possible need, with Handkerchiefs at every price you want to pay, and at each price you will find the best value obtainable for the money.

Men's Handkerchiefs

Men's Initial Handkerchiefs, full size; soft finish quality, with hemstitched borders; pretty embroidered initials. Six in box for \$1.00

Men's White Hemstitched-bordered Handkerchiefs, full size; soft finish. Six for 50c

Men's Pure Linen Hemstitched-bordered Handkerchiefs; good quality; full size. 25c

Men's Silk Crepe de Chine Handkerchiefs, superior grade; plain white and striped or bordered designs. Priced at \$1.69 and \$1.98

Men's Fancy Silk Handkerchiefs, in an excellent assortment of rich up-to-date patterns and colorings. \$1.00

Men's Fancy Colored-bordered Handkerchiefs, new designs; large size; soft finish quality, with hemstitched borders. Each (Three for 50c) 19c

Men's Initial Handkerchiefs, white or colored embroidered initials; fine quality and design. Six in box for \$1.50

Women's Handkerchiefs

Women's Pure Linen Initial Handkerchiefs; good quality sheer linen, with hemstitched borders. Six in box for \$1.25

Women's Initial Handkerchiefs, white and colored effects; dainty embroidered initials. Six in box 79c

Women's Pure Linen Hemstitched-bordered Handkerchiefs; good quality sheer linen, with hemstitched borders. 25c

Women's Embroidered Handkerchiefs; dainty one-corner embroidered effects; fine quality lawn, swiss and dimity; many beautiful designs. 15c

Women's Handkerchiefs, in an assortment of pretty and serviceable styles, in plain white lawn; colored roll edge; pretty embroidered corner effects; in white and colors. Many usual 10c

Women's All-Linear Handkerchiefs, with hemstitched borders; one corner hand embroidered designs. Special assortments at 35c and 50c



Women's Pure Linen Handkerchiefs, sheer quality, with hemstitched borders; full size. Special values at 15c, 19c and 25c

Children's Handkerchiefs

Children's Handkerchiefs, in pretty gift boxes; colored roll edge and pretty nursery designs. Three in box for 15c

## 50c Turkish Towels at 39c Each

Novelty Turkish Towels, with hemmed or unhemmed ends; in all-white and assorted colors. Firm-weave, double-thread quality—appropriate for gifts. Special at 39c each. Goldberg's—First Floor.

40c Towels, 29c

Hemstitched Huck Towels, extra fine weave; absorbent grade; in all white; sizes 17 1/2 to 36.

\$1.25 Turkish Bath Rugs, 69c

Turkish Bath Rugs, extra heavy quality, in blue and white combinations. These make useful Christmas gifts. Goldberg's—First Floor.

25c Linen Crash at 19c Yard

3,000 yards of Union Linen Crash, bleached and unbleached; soft finish, absorbent grade for roller or tea towels; neat blue border. Goldberg's—First Floor.

## A Great Christmas Display of Beautiful Silk Camisoles and Envelope Chemise

What could be daintier or more welcome as a Christmas gift than a Silk Camisole or Envelope Chemise? We are showing an immense variety of these intimate garments, and because of early orders placed advantageously, prices are very moderate, considering present market conditions. Inspection of the many charming styles to be found in our stock will be a delight to every visitor.

Envelope Chemise, \$2.98 and \$4.98

Beautiful Silk Crepe de Chine Envelope Chemise, in several very pretty models, trimmed with lace and georgette crepe.

Satin Camisoles, \$1.49 and \$1.69

Beautiful Satin Camisoles, in pink and white. Trimmed with beautiful lace, also hemstitched effects. Large assortment of many charming styles.

Envelope Chemise, \$1.98 to \$2.49

Nainsook and pink batiste Envelope Chemise, daintily trimmed with lace and insertions; also hemstitched styles.

Crepe de Chine Nightgowns, \$5.98

Rich Crepe de Chine Nightgowns, with yokes of handsome imported lace, in various pretty models. Well made and finished. Full cut sizes.

Crepe Kimonos, \$4.98 and \$5.98

New Silk and Cotton Crepe Kimonos, beautiful, graceful models, in pink, rose, Copenhagen and lavender. Some with pleated ruffles and hand-embroidered designs. All sizes.

Camisoles, \$1.25

Camisoles of pink and white satin and crepe de Chine; lace trimmed in front and back. Also plain tailored models. Full cut sizes. Goldberg's—Third Floor.

## \$50.00 and \$55.00 Axminster & Wilton Velvet Rugs

In a Wonderful Sale at \$36.75

They are strictly Seamless Rugs, firm woven, extra heavy weight, deep pile fabrics that will give years of service on your floors—consisting of Axminsters and Wilton Velvets—all in the desirable 9x12-ft.-room size. A well chosen assortment of rich and artistic designs, including oriental, medallion and floral patterns, in the best color combinations.

\$35.00 Axminster & Brussels Rugs, \$24.50

7 feet 6x9 feet fine grade Seamless Axminster and 8 feet 3x10 feet 6 Seamless 9-wire Brussels Rugs, Sanford and Alex. Smith & Son's makes. In choice floral and Oriental designs and the most desirable colorings. Goldberg's—Fourth Floor.



## APPROPRIATE GIFTS FOR MEN

A Complete Stock of Practical Gifts in Men's Wearables Sure to Please "Him"

**Shirts**  
Men's Silk and Silk Fiber Shirts, made with soft turn-back cuffs. Made on real custom pattern; colors guaranteed fast. Full cut sizes. \$2.00.  
Men's Neglige Shirts, including our own make, the "Luxedo," as well as other well known and popular brands. Of good quality madras, percale, mercerized cloths, silk striped madras and novelty striped cuts. Laundered and soft cut. Priced at \$1.50 to \$3.50.  
Men's Suspenders 65c to \$1.00 Pair  
Men's Pioneer Suspenders, good quality flax webbing; all neatly boxed. \$7.50 to \$10.98

**Belts**  
Another very acceptable gift for the men folks. The Hickok Initial Belts, good quality leather, all initials. Sterling Silver front, at \$2.00.  
Nickel Silver front, at \$1.25.

**Neckwear**  
A wonderful selection of Men's Neckwear, in the popular flowing end and full shape fourth-hand styles; made of high-grade domestic and foreign silks; plain colors and all novelty and stable effects. Priced at 35c to \$1.50.  
Men's Rascals of fiber or pure silk, in accordion or crocheted styles, in the largest and best assortment ever shown in the city. Priced at 69c to \$5.75.

**Men's Garters**  
25c, 35c and 50c Pair  
Men's Paris or Brighton Pad Garters, elastic and double grip, in fancy gift box.

**Smoking Jackets**  
Men's Smoking Jackets, of fine quality wool double-faced golf cloth, trimmed with silk and binding. Fastened with heavy silk frogs. Priced at \$7.50 to \$10.98

**Men's Hosiery**  
Men's Hosiery, full-fashioned and seamless styles. Included are such well-known names as "Hux," "Holeproof," "Ecco," "Monitor" and others equally as famous. Like thread, made of cotton, fiber and thread silk; in black, white and plain colors, also fancy effects. Priced at 25c to \$1.50 Pair.

**Gloves**  
Men's Tailored Gray Mocha Gloves, at \$3.00 to \$3.75.  
Kasson Capeskin Gloves, unlined, at \$2.00 and \$2.75.  
Men's Fowles' Duplex Fabric Gloves, have the appearance of mocha gloves, with black or self embroidered backs. \$1.75

**Underwear**  
Men's Union Suits and Separat' Garments, wool mixtures, worsted mixtures, fleece lined and balbriggan; ribbed and flat styles. Union Suits at \$2.25 to \$6.00. Separat' Garments at \$1.00 to \$3.50.  
Pajamas and Night Robes  
Men's "Rashless" Domet and Felted Flannel Pajamas, heavy weight; assorted striped effects. Perfect quality. \$2.50 and \$3.00.  
Men's "Rashless" Night Robes, of domet and felted flannel; made with roll collars or military necks. Perfect quality. Full-cut sizes. Priced at \$2.00 and \$2.50.